



Our cards are on the table

With Benson & Hedges you pay more . . . you get more

You get the unique Benson & Hedges packet. The drawer slides open to deliver each cigarette in perfect shape, easily accessible. The imprinted wrap drops away, the packet becomes your personal case. The filter, recessed into a firm, clean mouthpiece, never touches your lips, never intrudes upon your enjoyment. You taste only the Benson & Hedges blend of superb tobaccos, skillfully cured and aged. If you appreciate quality, you will understand why this must be a limited edition.



Prepared by
BENTON & BOWLES, INC.
to appear in:

New York Times August 18, 1961

New York Herald Tribune August 18, 1961

Job No. BH-4351

4 ed. x 100 lines (A) Final Proof, August 18, 1961



2061190022